

REP HEADLINE# 6361211
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 18.06
 *** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME POLIM ROMNEY/RNC/R/PRE/US REP. # OFF. # SALESMAN #
 AGY # AGY. NAME AMERICAN RABLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
 BEVERLY, MA 01915

ORDER # CONTRACT # 6361211 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT2/12 18.06

REP: REVISION
 RATE CHANGE LN'S 32,38,41
 T/P CHANGE LN 32
 SPOTS CANCELED LN'S 34-35,40-42
 NEW TTL \$89,150
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT - RNC

Handwritten initials

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32	RT		730P-1100P	30		\$700.00	10/6	10/6	1		SAT	1
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 466												
34	S		630P-700P	30		\$2,500.00	10/6	10/6	0		SAT	0
PROGRAM : COLLEGE FTBL CON COM1 : COLLEGE FTBL PROGRAM : SAT 630P NEWS CON COM1 : SAT 630P NEWS												

NOV 01 2012
 10/4/12 FCC (S)

REP HEADLINE# 6361211
 \$\$\$ UNAPPROVED REV #1 \$\$\$

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 ORDER WORKSHEET HARRIS REPORT FROM REP OCT2/12 18.06
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
35	S		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
PROGRAM : ENT TONIGHT SAT												
CON COM1: ENT TONIGHT SAT												
38	R		1000A-1100A	30		\$5,000.00	10/7	10/7	1		SUN	1
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
40	S		630P-700P	30		\$2,500.00	10/7	10/7	0		SUN	0
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
41	SR		700P-815P	30		\$3,400.00	10/7	10/7	1		SUN	1
PROGRAM : FTBL NIGHT AMERICA												
CON COM1: FTBL NIGHT AMERICA												
42	S		815P-1130P	30		\$5,000.00	10/7	10/7	0		SUN	0
PROGRAM : NBC SUN FTBL												
CON COM1: NBC SUN FTBL												
OCT/12			89150.00									
CONTRACT TOTAL												89150.00
TOTAL SPOTS												105

MARKET TOTALS \$489,675 WFLA 21% WFTS 21% WTSP 28% WTVT 19% WTOG 1% WTTA 0% WMOR 2%
 WMOX 0% WXPX 0% WWSB 8% CABL 0%

SHARES ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ Rnc/ R/ President/ US	Submission Cost: 89150	Campaign Ref: E:063612110
Buyer: ..	Client/Product/Estimate: ./ /6361211	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361211
Est./PO Number: 06361211	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Romney / Rnc	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 6a News MT.....	03	700	30 Comme	Nbr of Spots	4	4	2800
2	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	6	6	4200
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
4	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
5	M-F 9a Today Show II MT.....	03	550	30 Comme	Nbr of Spots	2	2	1100
6	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
7	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	3	3	600
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	2	2	800
Weekly Totals: Total Spots(Ord Spots)					67	38	105	

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Est./PO Number: 06361211	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	3	3	1200
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
14	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
18	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
19	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
Weekly Totals: Total Spots(Ord Spots)					67	38	105	

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Est/PO Number: 06361211	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	6	6	7200
21	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots	4	4	4000
22	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	6	6	6000
23	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots	2	2	2000
24	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	3	3	3000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots	4	4	2600
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	6	6	3900
29	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
Weekly Totals: Total Spots(Ord Spots)					67	38	105	

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Buyer:	..	Client/Product/Estimate:	J./6361211	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361211
Est/PO Number:	06361211	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
31	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
32	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1	1	700
33	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots	1	1	500
34	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	300
35	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
36	Sat Notre Dame PrimeS.	06	700	30 Comme	Nbr of Spots	1	1	700
37	Sun 10a Meet The PressS	01	5000	30 Comme	Nbr of Spots	1	1	5000
38	Sun 7p ET / 6p CT Football Night InS	03	3400	30 Comme	Nbr of Spots	1	1	3400
Weekly Totals: Total Spots(Ord Spots)					67	38	105	

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	105	67	38
Cost	89150	59550	29600

Grand Totals:

Spots:	105
Gross Total:	89,150.00
Commission:	13,372.50
Net Total:	75,777.50

REP HEADLINE# 6361211
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
OCT2/12 12.24
*** WFLA-TV ***

ADV # ADV. NAME FOLI/M ROMNEY/RNC/R/PRE/US
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6361211

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC EST#466 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT2/12 12.24

REP: NEW ORDER
TTL \$100,950 @111X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT - RNC

WFO: \$20,900



10/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1			600A-700A	30		\$700.00	10/8	10/9	4		M-TU	4
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PROGRAM : TODAY 6A
CON COM1 : TODAY 6A

2			600A-700A	30		\$700.00	10/3	10/5	6		W-F	6
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PROGRAM : TODAY 6A
CON COM1 : TODAY 6A

3			700A-900A	30		\$900.00	10/8	10/9	4		M-TU	4
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PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

OCT2/12 12.24
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/3	10/5	6		W-F	6
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/8	10/9	2		M-TU	2
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/3	10/5	3		W-F	3
7			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/8	10/9	2		M-TU	2
8			1200N-100P PROGRAM : TODA YSHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/3	10/5	3		W-F	3
9			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$400.00	10/8	10/9	2		M-TU	2
10			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$400.00	10/3	10/5	3		W-F	3
11			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/8	10/9	2		M-TU	2
12			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/3	10/5	3		W-F	3

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 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!
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OCT2/12 12.24
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/8	10/9	2		M-TU	2
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/3	10/5	3		W-F	3
15			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/8	10/9	2		M-TU	2
16			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/3	10/5	3		W-F	3
17			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/8	10/9	2		M-TU	2
18			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/3	10/5	3		W-F	3
19			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/8	10/9	4		M-TU	4
20			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/3	10/5	6		W-F	6
21			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/8	10/9	4		M-TU	4

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 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 12.24
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/3	10/5	6		W-F	6
23			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	10/8	10/9	2		M-TU	2
24			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	10/3	10/5	3		W-F	3
25			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/8	10/9	2		M-TU	2
26			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$1,250.00	10/3	10/5	3		W-F	3
27			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	10/8	10/9	4		M-TU	4
28			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	10/3	10/5	6		W-F	6
29			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	10/5	10/5	1		FRI	1
30			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/6	10/6	1		SAT	1

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OCT2/12 12.24
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/6	10/6	1		SAT	1
32			330P-700P PROGRAM : COLLEGE FTBL CON COM1: COLLEGE FTBL	30		\$450.00	10/6	10/6	1		SAT	1
33			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/6	10/6	1		SAT	1
34			630P-700P PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS	30		\$2,500.00	10/6	10/6	1		SAT	1
35			700P-800P PROGRAM : ENT TONIGHT SAT CON COM1: ENT TONIGHT SAT	30		\$650.00	10/6	10/6	1		SAT	1
36			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	10/7	10/7	1		SUN	1
37			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/7	10/7	1		SUN	1
38			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$1,400.00	10/7	10/7	1		SUN	1
39			600P-630P PROGRAM : SUN 6P NEWS CON COM1: SUN 6P NEWS	30		\$750.00	10/7	10/7	1		SUN	1

Level 2

Level 2

Orna

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40			630P-700P	30		\$2,500.00	10/7	10/7	1		SUN	1
<i>Level 2</i>												
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
41			700P-815P	30		\$1,700.00	10/7	10/7	2		SUN	2
<i>Level 2</i>												
PROGRAM : FTBL NIGHT AMERICA												
CON COM1: FTBL NIGHT AMERICA												
42			815P-1130P	30		\$5,000.00	10/7	10/7	2		SUN	2
<i>Level 2</i>												
PROGRAM : NBC SUN FTBL												
CON COM1: NBC SUN FTBL												
OCT/12 100950.00												
CONTRACT TOTAL											100950.00	
TOTAL SPOTS											111	

MARKET TOTALS \$489,675 WFLA 21% WFTS 21% WTSP 28% WTVT 19% WTOG 1% WTTA 0% WMOR 2%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 8% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

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Demographic: (L) Household	Order:	

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3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
4	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
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6	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
7	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	3	3	600
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	2	2	800
Weekly Totals: Total Spots(Ord Spots)					64	38	102	

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Est./PO Number:	06361211	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	3	3	1200
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
14	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
18	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
19	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
Weekly Totals: Total Spots(Ord Spots)					64	38	102	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ Rnc/ R/ President/ US	Submission Cost: 80050	Campaign Ref: E:063612110
Buyer: ..	Client/Product/Estimate: ././6361211	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361211
Est/PO Number: 06361211	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots 6		6	7200
21	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots 4	4	4	4000
22	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots 6		6	6000
23	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots 2		2	2000
24	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots 3		3	3000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots 2		2	2500
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots 3		3	3750
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots 4		4	2600
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots 6		6	3900
29	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots 1		1	3000
Weekly Totals: Total Spots(Ord Spots)					64	38	102	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ Rnc/ R/ President/ US	Submission Cost: 80050	Campaign Ref: E:063612110
Buyer: .	Client/Product/Estimate: . / 6361211	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361211
Est./PO Number: 06361211	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1	1	500
31	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
32	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1	1	700
33	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots	1	1	500
34	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	300
35	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					64	38	102	

Grand Totals			
Totals	10/01	Month 10 Weeks: 4	10/08
Spots	102	64	38
Cost	80050	50450	29600

Grand Totals: Spots: 102
Gross Total: 80,050.00

Commission:	12,007.50
Net Total:	68,042.50



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP_: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV_: Mitt Romney/ Rnc/ R/ Preside
PROD: Romney / Rnc

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063612110
WFLA
INVOICE NUMBER 0100033200
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /6361211
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News	700.00	1	4	10/08	MO	06:13A	30 2012MRFP133 :30 Commercial	700.00	
				10/08	MO	06:27A	30 2012MRFP133	700.00	
				10/09	TU	06:27A	30 2012MRFP133	700.00	
				10/09	TU	06:43A	30 2012MRFP133	700.00	
	700.00	2	6	10/03	WE	06:28A	30 2012MRFP128	700.00	
				10/03	WE	06:40A	30 2012MRFP128	700.00	
				10/04	TH	06:52A	30 2012MRFP128	700.00	
				10/04	TH	06:59A	30 2012MRFP128	700.00	
				10/05	FR	06:10A	30 2012MRFP133	700.00	
				10/05	FR	06:41A	30 2012MRFP133	700.00	
M-F 7a Today Show	900.00	3	4	10/08	MO	07:29A	30 2012MRFP133 :30 Commercial	900.00	
				10/08	MO	08:56A	30 2012MRFP133	900.00	
				10/09	TU	08:26A	30 2012MRFP133	900.00	
				10/09	TU	08:44A	30 2012MRFP133	900.00	
	900.00	4	6	10/03	WE	07:58A	30 2012MRFP128	900.00	
				10/03	WE	08:53A	30 2012MRFP128	900.00	
				10/04	TH	08:26A	30 2012MRFP128	900.00	
				10/04	TH	08:50A	30 2012MRFP128	900.00	
				10/05	FR	07:58A	30 2012MRFP133	900.00	
				10/05	FR	08:26A	30 2012MRFP133	900.00	
M-F 9a Today Show II	550.00	5	2	10/08	MO	09:49A	30 2012MRFP133 :30 Commercial	550.00	
				10/09	TU	09:56A	30 2012MRFP133	550.00	
	550.00	6	3	10/03	WE	09:56A	30 2012MRFP128	550.00	
				10/04	TH	09:59A	30 2012MRFP128	550.00	
				10/05	FR	09:49A	30 2012MRFP133	550.00	

*** Continued ***

PERIOD COST	89,150.00	105 Total Units			
		ACTUAL GROSS BILLING	89,150.00	Debits	.00
		AGENCY COMMISSION	13,372.50	Credits	.00
		NET DUE	75,777.50	SUB-TOTALS	.00
				TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Mitt Romney/ Rnc/ R/ Preside
PRODUCT Romney / Rnc

INVOICE NUMBER 0100033200
BROADCAST MONTH 10/01/2012 - 10/28
AMOUNT DUE 75,777.50

REMIT TO:

*00161

000134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000134029 00000100033200 007577750 8

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Mitt Romney/ Rnc/ R/ Preside
PROD: Romney / Rnc

2012 WFLA I SS
INVOICE DATE 10/28/12 E:063612110
ORDER TYPE Political WFLA
INVOICE NUMBER PAGE BROADCAST MONTH
0100033200 2 10/01/2012 - 10/2
SCHEDULE DATES
10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF: . / . /6361211
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 12p Today Show III						*WFLA	:30 Commercial		
200.00	7	2		10/08	MO	12:26P	30 2012MRFP133	200.00	
				10/09	TU	12:29P	30 2012MRFP133	200.00	
200.00	8	3		10/03	WE	12:29P	30 2012MRFP128	200.00	
				10/04	TH	12:54P	30 2012MRFP128	200.00	
				10/05	FR	12:27P	30 2012MRFP133	200.00	
M-F 1p Days Of Our Lives						*WFLA	:30 Commercial		
400.00	9	2		10/08	MO	01:27P	30 2012MRFP133	400.00	
				10/09	TU	01:46P	30 2012MRFP133	400.00	
400.00	10	3		10/03	WE	01:28P	30 2012MRFP128	400.00	
				10/04	TH	01:43P	30 2012MRFP128	400.00	
				10/05	FR	01:23P	30 2012MRFP133	400.00	
M-F 2p Rachael Ray						*WFLA	:30 Commercial		
250.00	11	2		10/08	MO	02:51P	30 2012MRFP133	250.00	
				10/09	TU	02:40P	30 2012MRFP133	250.00	
250.00	12	3		10/03	WE	02:39P	30 2012MRFP128	250.00	
				10/04	TH	02:21P	30 2012MRFP128	250.00	
				10/05	FR	02:41P	30 2012MRFP133	250.00	
M-F 3p Doctors						*WFLA	:30 Commercial		
450.00	13	2		10/08	MO	03:39P	30 2012MRFP133	450.00	
				10/09	TU	03:58P	30 2012MRFP133	450.00	
450.00	14	3		10/03	WE	03:12P	30 2012MRFP128	450.00	
				10/04	TH	03:43P	30 2012MRFP128	450.00	
				10/05	FR	03:58P	30 2012MRFP133	450.00	
M-F 5p News						*WFLA	:30 Commercial		
900.00	15	2		10/08	MO	05:22P	30 2012MRFP133	900.00	
				10/09	TU	05:28P	30 2012MRFP133	900.00	
900.00	16	3		10/03	WE	05:07P	30 2012MRFP128	900.00	
				10/04	TH	05:14P	30 2012MRFP128	900.00	
				10/05	FR	05:22P	30 2012MRFP133	900.00	
M-F 530p News						*WFLA	:30 Commercial		
900.00	17	2		10/08	MO	05:52P	30 2012MRFP133	900.00	
				10/09	TU	05:52P	30 2012MRFP133	900.00	
900.00	18	3		10/03	WE	05:47P	30 2012MRFP128	900.00	
				10/04	TH	05:59P	30 2012MRFP128	900.00	
				10/05	FR	05:48P	30 2012MRFP133	900.00	
M-F 6p News						*WFLA	:30 Commercial		
1200.00	19	4		10/08	MO	06:09P	30 2012MRFP133	1200.00	
				10/08	MO	06:22P	30 2012MRFP133	1200.00	
				10/09	TU	06:15P	30 2012MRFP133	1200.00	
				10/09	TU	06:26P	30 2012MRFP133	1200.00	
1200.00	20	6		10/03	WE	06:21P	30 2012MRFP128	1200.00	
				10/03	WE	06:27P	30 2012MRFP128	1200.00	
				10/04	TH	06:23P	30 2012MRFP128	1200.00	
				10/04	TH	06:29P	30 2012MRFP128	1200.00	
				10/05	FR	06:16P	30 2012MRFP133	1200.00	
				10/05	FR	06:26P	30 2012MRFP133	1200.00	
*** Continued ***									

PERIOD COST	89,150.00	105 Total Units			
		ACTUAL GROSS BILLING	89,150.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	13,372.50		Credits .00
		NET DUE	75,777.50	TOTAL RECONCILING	.00

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WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Mitt Romney/ Rnc/ R/ Preside
PROD: Romney / Rnc

2012
INVOICE DATE 10/28/12 E:063612110
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033200
PAGE 3
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /6361211
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 7p News	1000.00	21	4	10/08	MO	07:09P	30 2012MRFP133	1000.00	*WFLA :30 Commercial
				10/08	MO	07:15P	30 2012MRFP133	1000.00	
				10/09	TU	07:12P	30 2012MRFP133	1000.00	
				10/09	TU	07:23P	30 2012MRFP133	1000.00	
	1000.00	22	6	10/03	WE	07:08P	30 2012MRFP128	1000.00	
				10/03	WE	07:13P	30 2012MRFP128	1000.00	
				10/04	TH	07:09P	30 2012MRFP128	1000.00	
				10/04	TH	07:14P	30 2012MRFP128	1000.00	
				10/05	FR	07:12P	30 2012MRFP133	1000.00	
				10/05	FR	07:14P	30 2012MRFP133	1000.00	
M-F 730p Entertainment Tonight	1000.00	23	2	10/08	MO	07:44P	30 2012MRFP133	1000.00	*WFLA :30 Commercial
				10/09	TU	07:46P	30 2012MRFP133	1000.00	
	1000.00	24	3	10/03	WE	07:35P	30 2012MRFP128	1000.00	
				10/04	TH	07:46P	30 2012MRFP128	1000.00	
				10/05	FR	07:38P	30 2012MRFP133	1000.00	
M-Su 11p News	1250.00	25	2	10/08	MO	11:30P	30 2012MRFP133	1250.00	*WFLA :30 Commercial
				10/09	TU	11:22P	30 2012MRFP133	1250.00	
	1250.00	26	3	10/03	WE	10:59P	30 2012MRFP128	1250.00	
				10/04	TH	11:29P	30 2012MRFP128	1250.00	
				10/05	FR	11:30P	30 2012MRFP133	1250.00	
M-F 1135p ET / 1035p CT Tonight	650.00	27	4	10/08	MO	11:46P	30 2012MRFP133	650.00	*WFLA :30 Commercial
				10/08	MO	12:09A	30 2012MRFP133	650.00	
				10/09	TU	11:47P	30 2012MRFP133	650.00	
				10/09	TU	12:07A	30 2012MRFP133	650.00	
	650.00	28	6	10/03	WE	11:56P	30 2012MRFP128	650.00	
				10/03	WE	12:15A	30 2012MRFP128	650.00	
				10/04	TH	11:58P	30 2012MRFP128	650.00	
				10/04	TH	12:07A	30 2012MRFP128	650.00	
				10/05	FR	11:57P	30 2012MRFP133	650.00	
				10/05	FR	12:30A	30 2012MRFP133	650.00	
Fri 10p ET / 9p CT Dateline NB	3000.00	29	1	10/05	FR	10:11P	30 2012MRFP133	3000.00	*WFLA :30 Commercial
Sat 7a Today Show	500.00	30	1	10/06	SA	08:26A	30 2012MRFP133	500.00	*WFLA :30 Commercial
Sat 9a News	300.00	31	1	10/06	SA	09:56A	30 2012MRFP133	300.00	*WFLA :30 Commercial
Sat 6p News	700.00	32	1	10/06	SA	06:15P	30 2012MRFP133	700.00	*WFLA :30 Commercial
Sun 8a Today Show	500.00	33	1	10/07	SU	08:29A	30 2012MRFP133	500.00	*WFLA :30 Commercial
Sun 9a News	300.00	34	1	10/07	SU	09:26A	30 2012MRFP133	300.00	*WFLA :30 Commercial
Sun 6p News									*WFLA :30 Commercial

*** Continued ***

PERIOD COST	89,150.00	105 Total Units			
		ACTUAL GROSS BILLING	89,150.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	13,372.50		Credits .00
		NET DUE	75,777.50	TOTAL RECONCILING	.00

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WFLA-TV

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Fax (813) 221-5787

INVOICE / AFFIDAVIT

134029
American Rambler Productions
138 Conant Street
BEVERLY MA 01915

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Mitt Romney/ Rnc/ R/ Preside
PROD: Romney / Rnc

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063612110
WFLA
INVOICE NUMBER 0100033200
PAGE 4
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/01/12-10/14/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /6361211
Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
	750.00	35 1	10/07 SU 06:27P	30 2012MRFP133	750.00
Sat Notre Dame Prime			*WFLA	:30 Commercial	
	700.00	36 1	10/06 SA 10:22P	30 2012MRFP133	700.00
Sun 10a Meet The Press			*WFLA	:30 Commercial	
	5000.00	37 1	10/07 SU 10:38A	30 2012MRFP133	5000.00
Sun 7p ET / 6p CT Football Nig			*WFLA	:30 Commercial	
	3400.00	38 1	10/07 SU 07:17P	30 2012MRFP133	3400.00
Total Airtime Gross Spot Revenue:					89,150.00

PERIOD COST 89,150.00

105 Total Units
ACTUAL GROSS BILLING 89,150.00
AGENCY COMMISSION 13,372.50
NET DUE 75,777.50

SUB-TOTALS Debits .00
Credits .00
TOTAL RECONCILING .00

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